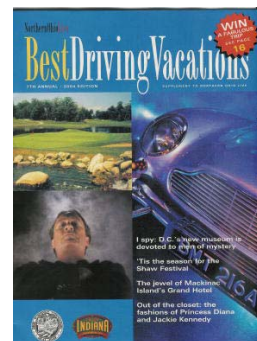


Contact your Regional
Marketing Manager:



2005 Brochure Section Advertising Co-op

You can save 15% - 64% below rate card by participating in the Indiana Office of Tourism Development's Cooperative Print Advertising Program. The Indiana Office of Tourism negotiates bulk space ad rates and then subsidizes each publication further; spending more than \$300,000 each year to make sure that Indiana advertisers receive the lowest rates possible. Ultimately, the savings will allow you to advertise more and help increase the State of Indiana's marketing presence in the Midwest. To participate, contact your Regional Marketing Manager above.

| | |
|------------------------|---|
| PUBLICATION NAME: | NORTHERN OHIO LIVE: BEST DRIVING VACATIONS Brochure Section and FALL GETAWAYS Brochure Section |
| DESCRIPTION: | <i>Northern Ohio Live</i> is a metropolitan magazine for Northeastern Ohio as an entertainment, dining out and lifestyle magazine. The publication focuses on arts and quality of life issues. It showcases the best that the Midwest area has to offer to the most affluent, educated, influential and involved audience in Northern Ohio. |
| CIRCULATION PER ISSUE: | 35,000 |
| AUDIENCE: | Skews slightly female. Audience includes community leaders, decision-makers, and successful professionals that are highly educated and enjoy higher household incomes. |
| GEOGRAPHICAL AREA: | Northeastern Ohio (Cleveland/Akron metro area) |

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| 2005 ISSUES: | Spring "Best Driving" Issue (March drop date TBD) | "Fall Getaways" Issue * (August drop date TBD) |
| TOTAL BROCHURES AVAILABLE IN INDIANA CO-OP: | 10 brochures or more | 5 brochures or more |
| SPACE AND MATERIALS CLOSE: | MON, NOV 14, 2004 | MON, MARCH 14, 2005 |

(Your contract, artwork and reader service form must be received by your Regional Marketing Manager by the date listed above.)

2005 PARTICIPATION POLICY

All advertisers submitting the required materials by the Space and Material Close Dates are guaranteed placement.

| | | |
|------------------------------------|--|---|
| BROCHURE AD NET RATE PER ISSUE: | \$340.00 | BROCHURE RATE CARD: \$515.00 TOTAL SAVINGS OF: 40% |
| BROCHURE AD MATERIALS REQUIREMENT: | Brochure cover art (slide or printed brochure) and 25 words of copy and website address. | |

READER SERVICE: Fill out the Indiana Print Advertising Co-op READER SERVICE FORM and submit with contract and artwork to your RMM.
Northern Ohio Live does not include advertiser copy in Reader Service area. Advertiser copy only appears in brochure ad area.
THERE IS NO ADDITIONAL CHARGE TO RECEIVE LEADS IN THE METHODS OUTLINED ON THE READER SERVICE FORM

* This insertion is subject to change due to potential state budget revisions that could impact insertions that run after June 2005.
Advertisers will be notified of any revisions before those insertions' deadlines.